



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## INFLUENCE OF BRAND IDENTITY ON CONSUMER BUYING CHOICES

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### ABSTRACT:

Brand identity plays a crucial role in shaping consumer perceptions and influencing their buying decisions. This study explores how elements such as brand logo, design, communication style, values, and overall brand image contribute to consumer trust, loyalty, and purchasing behavior. It examines the psychological connection consumers develop with brands and how consistency in brand identity enhances brand recognition and preference. Through a combination of literature review and empirical analysis, the research highlights that strong, well-defined brand identities not only differentiate products in a competitive market but also foster emotional engagement, ultimately guiding consumer choice. The findings suggest that companies investing in coherent and authentic brand identities are more likely to drive consumer commitment and achieve long-term success.

### INTRODUCTION

Brand identity is a crucial element in shaping how consumers perceive a Company and its products or services. It refers to the visual, emotional, and Cultural elements that a brand presents to the world, including its name, logo, Design, values, and overall messaging. Brand identity is much more than just a Logo or a colour palette; it represents the personality, values, and promise a Brand offers to its customers. In today's highly competitive marketplace, consumers are bombarded with countless options, making their purchasing decisions increasingly influenced by factors beyond just the functional attributes of a product. When a brand establishes a distinctive identity, it becomes easier for consumers to recognize and relate to the brand, forming an association that can influence their perceptions and, ultimately, their purchasing behaviour.

### LITERATURE REVIEW

SALMAN AHMAD (2020): Brand image or Brand name plays a crucial role to enhance the performance of any company or business. Brand name is the tool which can positively change people's buying behaviour. The purpose of this study is to examine the Effect of brand name on buying behaviour in University student of Gujranwala, Faisalabad and Lahore.

### METHODOLOGY

Research Design: A descriptive research design was adopted.

Data Collection:

- Primary: Online surveys and interviews digital marketers
- Secondary: Review of case studies, reports, and academic literature

Sampling: Random sampling with 127 respondents, mostly aged 18-30, predominantly female.

Data Analysis: Quantitative tools (percentages, charts) and qualitative feedback were analyzed.

### CONCLUSION

As brands seek to differentiate themselves in a crowded market, their identity becomes a key factor in driving consumer decisions. The psychological impact of a well-crafted brand identity not only attracts consumers but also nurtures longterm relationships, increasing brand equity and market share. In today's digital age, where consumers are constantly exposed to marketing messages across various platforms, managing a coherent and authentic brand identity has become more important than ever.

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## ACKNOWLEDGEMENTS

I first and foremost thank the almighty for having bestowed his blessings on me to complete the project.

I am indebted to our beloved principal Dr. S. Palaniammal, Sri Krishna Adithya College of Arts and Science, Coimbatore for her support and encouragement.

I take this opportunity to thank Dr.P.S.Chandni, Dean of Commerce and Dr.B.Gunasekaran, Program Co-ordinator, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore for providing extensive support and guidance in completion of this project work.

I thank my project guide, Dr. Ramasethu, Assistant professor, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore for her timely advice and guidelines which assisted me in completing the project work successfully.

I would like to express my gratitude to all the faculty members of Department of Commerce Sri Krishna Adithya College of Arts and Science, Coimbatore under whose valuable guidance the project work was done.

My special thanks to my **Parents, Friends** and **Well-wishers** for their moral support throughout the project work period.

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1. Batra, Rajeev, et al. "Brand Love: Development and Validation of a Practical Model." *Journal of Marketing*, vol. 78, no. 1, 2014, pp. 1-17. This article discusses the emotional connection between consumers and brands, showing how brand identity can foster deep affection and influence purchasing behavior